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19,27

1935 PRICES

“EXTRISTRONG”

Prize Winning

Gladiolus
Direct From Our
Farm To You **Bulbs**

▼

You may buy cheaper bulbs but better bulbs you cannot buy. We grow millions of them and give you all we can for your money.

▼

WATERLOO BULB FARMS

Ray V. Moss, Prop.

WATERLOO, IOWA

INTRODUCTION

As this price list is being mailed to several thousand new friends—those who signed our registers at the various gladiolus and flower shows where we exhibited, those who visited our gardens and displays at our warehouse during the last season, and the many who saw our display bed at the World's Fair in Chicago—a few words giving some of our history may be proper.

The Waterloo Bulb Farms were started fifteen years ago by Mr. T. D. Smedley and throughout that time no effort has been spared in improving the methods of growing, curing, and handling gladiolus bulbs. Everything necessary for raising and handling bulbs has been provided. A warehouse with over 90,000 cubic feet of storage was erected for the especial purpose of storing, curing, and shipping gladiolus bulbs. We know of no larger nor better equipped building being used for the storage of bulbs in the United States. Improved and special machinery for planting, cultivating, fertilizing, and grading bulbs has been utilized to the fullest extent.

Being located centrally in the United States, we are so situated as to be able to serve all parts of the country. Our growing season is ideally adapted for the culture and maturing of bulbs so that they will give satisfaction everywhere.

Our bulbs are sold to wholesale florists, seedsmen, greenhouse owners, and flower growers all over the United States and other countries.

DIRECT TO YOU FROM OUR FARMS

For the past five years we have also sold direct to the home flower growers. Each year more people are being told of the fine quality of our bulbs and we have customers in every state of the Union and in many foreign countries. We could fill many pamphlets the size of this with the fine testimonials we have in our files.

Before last season we were satisfied that the results of others in growing and showing the gladiolus raised from our bulbs would bring us more and better orders. While this has resulted as expected, we believed that by showing and exhibiting our flowers at shows ourselves we would acquaint many more with our service. The results have been far beyond our expectations — both in prizes won and new friends added to our list of pleased customers.

OUR GLADS WIN AT SHOWS

We were very glad to exhibit our glads at the Iowa State Glad Show at Cedar Rapids, Iowa, this year and at the Midwest Gladiolus Show held in

connection with the Iowa State Fair at Des Moines. At Des Moines we had the honor of winning the Iowa Gladiolus Society Gold Medal given for winning the highest number of points during the show.

At both shows the competition was very keen as can be seen when we state that only a few points separated the three highest exhibitors at Des Moines, and that the next two highest winners tied for second place and were both awarded silver medals.

We also displayed our gladiolus at several garden and flower shows where we did not compete for prizes, and finally at the great National Dairy Cattle Congress show in October at Waterloo where we received many hundreds of congratulations on the quality and beauty of our blooms.

VISIT OUR FARM

In addition to the many gladiolus and flower shows at which we showed our glads this year, we had a practically continuous flower show in our own large and spacious warehouse. Hundred of visitors from Iowa and other states came to see and admire our blooms. We are very glad to extend to all an invitation to come back and see them again next summer.

This year we had glads in bloom from about the first of July until the last week in October. We are always glad to meet you and to show you our glads. Come early and often as different varieties are in bloom all summer and fall.

You, too, may have glads all summer by planting many different varieties. Another way to have continuous blooms is to plant different sizes a few weeks apart. You may safely plant in Iowa in April, May, or June and we get many blooms from those planted in July. Farther south the season gets much longer until we find glads can be planted almost any month in the year in the southern states.

WORLD'S FAIR PLANTING OF GLADIOLUS

We were pleased to participate in the American Gladiolus Society's plantings of gladiolus on the World's Fair Grounds in Chicago this year. Our plot consisting of about 4,000 bulbs and forty different varieties was located on the mainland near the lagoon and a little north of Admiral Byrd's ship. Many people have thus become acquainted with the beauty of our glads and have expressed their pleasure in letters to us.

OUR ORGANIZATION

Most people are interested in knowing the personnel of the firm that serve them. Our organization is practically a family partnership. Our family consists of myself, my wife, three sons—Raymond Jr.,

21 years; Bill, 16; Bob, 14—and two daughters—Alice, 20; Marianna, 18—and Mildred, Raymond Jr.'s wife.

All the work is under the supervision of some member of the family. At rush times such as planting, digging, or grading blubs when we have extra help, all work is done under their experienced care. Since taking charge of the Waterloo Bulb Farms three years ago, we find that such an arrangement is ideal providing work for us all and also having interested help when needed. Each member has some special work he is in charge of besides being able to assist anywhere when needed.

During the gladiolus season we are prepared to furnish flowers for any occasion and ship blooms long distances. It is not uncommon for us to send them two or three days journey away and have them arrive in good condition.

We are prepared to furnish arrangements or flowers for weddings, funerals, or any other purpose on short notice. We also sell other flowers, plants, and flower and vegetable seeds in season.

TWO MORE JOIN FIRM

On November 7, we were made the proud relatives of twin boys born to Mildred and Raymond Jr. They were Caesarian born and the boys and mother are doing fine. We are informed that such births are very uncommon. Twins are common and Caesarian births are quite common also but the combination is very rare. The boys weighed six and seven pounds at birth. They have been named Raymond Valentine III and Russell Vernon. It looks as if the Mosses will be in the gladiolus business for a long, long time. The father and grandparents are standing it very well considering that they are the first grandchildren in the family.

NOT IN FEDERAL RELIEF DROUGHT AREA

Although our part of Iowa was visited by the hot dry winds of early summer, we were fortunate in not suffering so long as many of our neighboring counties and states. The drought was broken here early in July and rain came regularly after that and gave us the finest flowers and bulb crop that we have had in years. Our county was one of the nineteen counties in northeast Iowa that were not in the Drought Relief Area. While early maturing crops such as grain, hay, and pastures were curtailed, all fall crops and corn were normal or much above normal.

Gladiolus again proved their hardy qualities in many parts of the country by living through the worst drought in history and then blooming when rains came and when almost all other flowers were

killed. The glad is fortunate in having a large reserve supply of energy in the bulbs when planted and will bloom with no other plant food except light and water.

ALL GOOD VARIETIES

We do not claim to grow all the good varieties of gladiolus—that would be impossible as new varieties are introduced by the hundreds every year and we cannot try them all—but we do claim that all the varieties we offer for sale **are** good. Not all can win prizes at the glad shows but are favored for some quality—some delicacy of color marking, or some combination of hues possibly found in no other glad.

We know that the varieties we have listed are suitable for any garden and do not have to be hothoused and forced to produce lovely blooms. Too many varieties are thus petted and primped up to enter the shows as seedlings and thus obtain a high score or awards of merit, then introduced to the public at high prices and are never heard of again at the glad shows. Some conspicuous examples are probably remembered by every glad fan.

We are not pushing our own or any other hybridizer's introductions to the exclusion of the rest of the good ones.

DISCOUNTS

Our prices are considered low for good quality gladiolus bulbs so we cannot make large discounts. We fill orders for any amount but to encourage fair-sized orders we will give 10% extra in bulbs of your choice on orders of \$3.00 or more. Thus you may send \$3.00 and receive bulbs worth \$3.30, or send \$10.00 and receive bulbs worth \$11.00. However, this does not apply to collections.

Our stock of bulbs listed is very complete at this time but some varieties are always sold out quickly so we advise early ordering. Orders are filled in the order received. You may order now and we will reserve your bulbs until planting time or send them at once—just as you wish.

Our terms are cash with order but if you wish to send 25% of total now, we will hold bulbs until April 1, 1935, for you. As C. O. D. orders cost extra and entail extra bookkeeping, please send entire amount before shipping. You run no risk as we allow you to examine bulbs at your leisure and if not exactly as you expect, we will refund your money and pay carrying charges both ways.

We take great care in filling and packing your order, but if any error is found please notify us at once. If at any time after blooming, you find that varieties are not true to name, please notify us. Our

plantings are examined daily to see that bulbs are true but in handling several million bulbs errors may occur. You must be satisfied.

SIZES OF BULBS

Bulbs are sold in different sizes such as large, medium, and small, or by numbers.

A number one bulb is $1\frac{1}{2}$ inches or over in diameter; a number two bulb is $1\frac{1}{4}$ to $1\frac{1}{2}$ inches in diameter; both are called Large bulbs. A number three bulb is 1 to $1\frac{1}{4}$ inches in diameter; a number four bulb is $\frac{3}{4}$ to 1 inch in diameter. These are called Medium size. A number five bulb is $\frac{1}{2}$ to $\frac{3}{4}$ inch in diameter; a number six bulb is $\frac{1}{4}$ to $\frac{1}{2}$ inch in diameter. These are called Small bulbs. Bulbs may be even smaller than $\frac{1}{4}$ inch and are then called number sevens.

When offered bulbs be sure the size is specified as all reputable dealers do so. When no size is specified, you may receive very small bulbs that are unable to bloom in one season and you have no recourse as a bulb of any size is a bulb. Many firms advertise bulbs very cheap and then send these small bulbs.

Large bulbs— $1\frac{1}{4}$ inches and up are suitable for planting anywhere and will give the best results. Medium bulbs will also give good results but will usually have smaller blooms and they are not so sure to bloom. Small bulbs may bloom in most localities but the blooms will be much smaller and some may not bloom at all. In any case, small bulbs will produce larger bulbs suitable for later planting.

YOUNG AND OLD BULBS

Much is heard in the glad world concerning new bulbs, old bulbs, cut flower bulbs, forced out bulbs and so on and so forth. Of course we know that old bulbs rot away after forming the new spike and a new bulb is formed by the spike above the old bulb.

By a young bulb, we mean one that is grown from the hard shelled bulblets that cluster around the bulb when it is dug. Some varieties grow quite large from bulblets in one year and others have to be planted the second year to attain full size.

Old bulbs are those that are some years removed from bulblets. Cut flower bulbs are those which have been grown for blooms sometimes year after year and from which the spike has been removed so close to the ground that the bulb does not mature. You may safely cut your blooms if you leave four leaves on the stalk. Forced bulbs are those used in greenhouses and not allowed to mature properly before being removed.

Neither cut flower nor forcing bulbs are suitable for the same uses again and are offered on the

market very cheap. Unscrupulous dealers offer these to the public as new bulbs and disappointment always results.

Buy your bulbs from reliable growers and seedsmen.

BLOOMING TIME

After each variety in our list, we have placed the average time required to bloom from planting date. These dates are only approximate as much depends on the location and the season the bulbs are planted. Longer time should be given early in the season while later, when growing conditions are perfect, less time may be allowed. Thus, BREAK O'DAY might require 80 to 85 days early in spring and about 65 to 70 days later on in the summer. We are indebted to the GLADIOLUS REVIEW, February, 1933, issue for most of these dates.

RESERVED ORDERS

Many of our friends who saw our blooms last season left orders for bulbs to be sent when ready. Some asked us to save them some special bulbs they liked and wanted to order more this fall. Others wrote down those they liked and expect to order them this winter. We would like to have those who want more than they reserved, send in the balance of their needs so we may send the total order at one time.

We hope to have enough bulbs to supply everyone but orders are filled in rotation as received so please order early.

GROUPS AND CLASSES

In order to economize on space we have divided our Glads in five groups. In group No. 1 we have placed the newer ones we have to offer. In the other groups are found those selling in the same price scale. These classings are not according to the qualities or virtues of these varieties but on account of the productive powers of the different varieties. Those listed higher in price may be newer or reproduce much slower. For example Minuet and Joe Coleman were originated the same year, are both beautiful glads, yet the wholesale price of Minuet is always 2 or 3 times the price of Coleman. Some varieties produce hundreds of bulblets that grow readily while others have very few and these are hard to germinate. Thus it is readily seen why some Glads have to sell higher than others even tho not better in quality. The cheaper glads are usually the easiest to grow.

GROUP NO. ONE

EXCELLENT NEW VARIETIES

BAGDAD (90 days). Smoky old rose blending to a lighter throat, faint blotches of cream with penciling. Tall strong spike. Exhibition prize-winner. Large bulbs, 1—12c; 3—30c; 12—\$1.00. Medium bulbs, 1—8c; 3—20c; 12—75c. Small bulbs, 1—6c; 3—15c; 12—50c.

COMMANDER KOEHL (85 days). Very large clear scarlet red. Tall plant with many flowers open at one time. One of the best reds. Large bulbs, 1—12c; 3—30c; 12—\$1.00. Medium bulbs, 1—8c; 3—20c; 12—75c. Small bulbs, 1—6c; 3—15c; 12—50c.

LA PALOMA (88 days). Brilliant orange, rich and different. Large flowers on a very good tall spike. Large bulbs, 1—12c; 3—30c; 12—\$1.00. Medium bulbs, 1—8c; 3—20c; 12—75c. Small bulbs, 1—6c; 3—15c; 12—50c.

LOYALTY (94 days). Very fine yellow, good sized spike and good grower. Large bulbs, 1—10c; 3—25c; 12—80c. Medium bulbs, 1—8c; 3—20c; 12—60c. Small bulbs, 1—6c; 3—15c; 12—40c.

MAMMOTH WHITE (94 days). Immense white. One of the very largest pure whites; flowers five or more inches across. Large bulbs, 1—12c; 3—30c; 12—\$1.00. Medium bulbs, 1—8c; 3—20c; 12—75c. Small bulbs, 1—6c; 3—15c; 12—50c.

MISS GREELEY (100 days). Pink—similar to W. H. Phipps but three weeks earlier. Many open on a good spike. Very outstanding. Large bulbs, 1—15c; 3—35c; 12—\$1.20. Medium bulbs, 1—10c; 3—25c; 12—80c. Small bulbs, 1—8c; 3—20c; 12—60c.

PELLEGRINA (80 days). New near blue—finest deep blue, two lower petals a trifle darker. Large bulbs, 1—25c; 3—60c; 12—\$2.00. Medium bulbs, 1—18c; 3—40c; 12—\$1.50. Small bulbs, 1—12c; 3—30c; 12—\$1.00.

PICARDY (90 days). Palmer's sensational pink-salmon. Rated one of the best recent introductions. Large bulbs, 1—12c; 3—30c; 12—\$1.00. Medium bulbs, 1—8c; 3—20c; 12—75c. Small bulbs, 1—6c; 3—15c; 12—50c.

RED LORY (100 days). Red—purplish blotch—exhibition type. Large bulbs, 1—15c; 3—35c; 12—\$1.20. Medium bulbs, 1—10c; 3—25c; 12—80c. Small bulbs, 1—8c; 3—20c; 12—60c.

STUTTGARDIA (80 days). Large brilliant red. Very large flower; tall, strong spike. Exotic. Large bulbs, 1—12c; 3—30c; 12—\$1.00. Medium bulbs, 1—8c; 3—20c; 12—80c. Small bulbs, 1—6c; 3—15c; 12—50c.

TOBERSUN (108 days). Late yellow—one of the best. Large clear yellow flowers of excellent substance. Large bulbs, 1—10c; 3—25c; 12—80c. Medium bulbs, 1—8c; 3—20c; 12—60c. Small bulbs, 1—6c; 3—15c; 12—40c.

WINGED VICTORY (90 days). Eosine pink—self color markings. One of the largest glads. Large pointed wing petals. We had seven-inch blooms in October. Large bulbs, 1—25c; 3—60c; 12—\$2.00. Medium bulbs, 1—18c; 3—40c; 12—\$1.50. Small bulbs, 1—12c; 3—30c; 12—\$1.00.

Long season assortment of any variety in this group for \$1.00. See page 16.

GROUP NO. TWO

ALL LEADERS IN THEIR CLASS

BETTY NUTHALL (111 days). Light apricot with pink tinge, soft salmon throat. Six to eight nicely arranged florets open on a tall straight spike. Exhibition type.

CAROLUS CLUSIUS (96 days). A light pink of “different” shade—a shrimp pink. Several large blooms open at once.

CORYPHEE (87 days). Very beautiful shell pink glad with white throat. Does better planted late and then does not have crooked spikes. A dream glad.

HERBSTZAUBER (95 days). Glowing orange salmon. Very large blooms, many open at a time. Exhibition type.

KING GEORGE (87 days). Scarlet red with white throat. A very pretty glad—a good cut flower.

LAVENDER BRIDE (85 days). Very large smoky lavender.

MAROCCO (94 days). Novelty glad. Very dark red—almost black.

MARY JANE (103 days). Light silvery lavender with lavender throat. A beauty in pastel shade. Good grower. Large.

MRS. GALBRAITH (90 days). Salmon with darker flaked throat. Very large showy glad. A fine exhibition variety.

MRS. VAN KONYNENBURG (95 days). Tall straight lavender-blue. A blue that is never overlooked in our fields. Wonderful as a cut flower.

NIMROD (85 days). Coppery crimson flaked chocolate. Novelty.

ORANGE WONDER (115 days). A fine orange. Very large blooms on a tall spike. It's true to its name—Orange Wonder.

VEILCHENBLAU (91 days). Large wide open violet blue florets.

Large bulbs 1 for 8c; 3 for 16c; 12 for 60c; 100 for \$3.50
Medium bulbs .. 1 for 6c; 3 for 12c; 12 for 40c; 100 for 2.50
Small bulbs 12 for 30c; 100 for 1.75

50 bulbs at 100 rate. Packed and labelled. Prepaid to you. Long season assortment of any variety in this group for \$0.50. See page 16.

The prices given per dozen or per hundred are for one variety only—you must not make up an order for a dozen or hundred and expect to quantity price.

GROUP NO. THREE

ALL ON FAVORITE LIST

AFLAME (91 days). Begonia rose shading to orange flame; extremely large. This is one of the very best for exhibition—won first place for us in basket, and was a specimen spike at every show we attended in 1934.

BERTY SNOW (82 days). Pink lavender—sometimes considered the best lavender. Extra wide open blooms, fine exhibition variety.

CAPTAIN BOYNTON (81 days). Lavender blue on white ground. Large wide blooms.

CORAL (85 days). If one cares for coral shades, here it is. Good grower, tall spike.

CRINKLES (90 days). Tyrian rose—extremely ruffled—resembles rose buds. Many buds showing color. Deep vivid rose color. Very good.

DR. MOODY (96 days). Light lavender with very fine penciling of darker shade. A close runner-up to Minuet and Berty Snow at shows. Won in basket work for us at 1934 shows.

DR. SHOOK (91 days). Deep tyrian rose—heavily ruffled. Strong spikes. Best in its color. Placement always good.

DUCHESS OF YORK (84 days). Tall spike. Deep bluish purple. Many blooms open at a time. Very fine variety.

EARLY SUNRISE (85 days). Largest early salmon red. A good cut flower. We never have enough.

EMILE AUBRUN (88 days). Coppery rose overlaid with slate. Large slate red blotch. Many florets open at once. Well grown—very outstanding. Parent to the two wonder glads—Picardy and Bagdad.

F. C. FAIRBANKS (82 days). Very dark red. Good keeping qualities.

GERALDINE FARRAR (98 days). Lavender blue—a distinct color. One plot visitors never miss and always “oh” and “ah” over.

GERTRUDE ERREY (92 days). Very light pink with deeper blotch on lower petals. Very graceful spike. A group of these glads makes an attractive arrangement.

GOLD (80 days). Clear yellow. One of the leading yellows. One of our prize leaders in basket work at 1934 shows.

GOLD EAGLE (70 days). Deep clear yellow. Slightly ruffled, very early.

GOLDEN FRILLS (77 days). A rich daffodil yellow with pink lines on lower petals. Very ruffled. One of the earliest yellows. One of the winners at shows this year.

GOLDEN SWALLOW (85 days). A good light creamy yellow—lower petals a creamy gray.

HIGH NYE (100 days). Very tall rose lavender. Many open florets. Something different in a basket flower.

HELEN PHIPPS (105 days). A good pink—not as tall as W. H. Phipps but has better placement. Waxy petals. Popular in our fields.

INDIAN MAID (85 days). Rose pink with darker throat. Dainty and maidenly looking.

ILLUMINATOR (81 days). Brilliant carmine red with faint suffusion of blue. An intense French purple blotch on lower petals. A fine cut flower.

JANE ADDAMS (103 days). A delicate lavender with lighter throat—immense blooms. A staunch favorite of many.

JENNY LIND (90 days). Light salmon with cream throat. Fine grower, placement good. A popular cut flower for us.

LONGFELLOW (96 days). Clear, beautiful, waxy pink. Strong spike with good placement.

MARY FREY (82 days). Lavender with a ruby throat. A wonder glad. One of the earliest lavenders.

MARMORA (96 days). Smoky gray lavender with purple blotch. A fine show flower in the smoky class.

MINUET (96 days). Truest lilac lavender. A fine show flower, strong grower. Many large blooms with marvelous keeping qualities.

MR. W. H. PHIPPS (110 days). Beautiful Lafrance pink. As many as 14 to 16 blooms open on one spike at one time. Won second and third place in color class in Midwest Show at Des Moines. Best to plant large bulbs of this variety.

MRS. P. W. Sisson (91 days). Ruffled delicate cameo pink. Many large blooms open at a time.

NANCY HANKS (95 days). Apricot orange with rose pencil on yellow throat. Straight spike. Winner in its class. Resists heat.

ORANGE GLORY (98 days). Coppery orange. Very graceful spike.

OSSOLIN (88 days). Coral pink with soft orange shading in the throat. Many open florets.

PAUL PFITZER (86 days). Royal purple—dazzling color. Finely formed blooms on a fine spike.

PFITZER'S TRIUMPH (92 days). Brilliant scarlet orange. Wonderful exhibition type and also fine for home gardens. We plant it for fall blooming and it does much better than earlier in the summer. A real Triumph!

PRIDE OF WANAKAH (93 days). Very large beautiful lavender rose that is a beauty when well grown.

REMEMBRANCE (83 days). Salmon rose giving a lavender effect. Good when something a little different is wanted.

REV. EWBANK (80 days). Light dainty blue. Tall and early. One of best sellers in cut flowers. Enough of a novelty so that garden club members use it heavily.

RUFFLED GOLD (80 days). Light yellow, heavily ruffled. Does extremely well for us and is a heavy prize winner at shows. We like it immensely.

SCARLET WONDER (74 days). Immense clear red. Velvety texture. Extremely showy. The Red of reds.

SEÑORITA (90 days). Very clear wide open orange shading to salmon. Winged type of petals. Extremely large with good placement. A fine thick stocky spike.

SONNENBURG (100 days). Massive spikes of creamy pink florets shading to soft yellow in throat. Ruffled—one of the pastel beauties.

SPIRIT OF ST. LOUIS (85 days). Orange saffron. Large blooms with good placement. A fine cut flower.

SWEET ROSE (93 days). Eosine pink with pomegranate purple blotch. We call it a beautiful begonia pink. Very lovely.

TWILIGHT (8 2days). Heavily ruffled creaming buff with pink and yellow throat. Beautiful florets—many open. Charming.

TYCHO ZANG (96 days). Immense salmon pink with white throat dotted with cerise. Large, heavy foliage; strong grower.

Price of Varieties in Group 3

Large bulbs 1 for 7c; 3 for 15c; 12 for 50c; 100 for \$3.00
Medium bulbs .. 1 for 5c; 3 for 12c; 12 for 35c; 100 for 2.40
Small bulbs 12 for 25c; 100 for 1.50

50 bulbs at 100 rate. Packed and labelled. Prepaid to you. Long season assortment of any variety in this group for \$0.50. See page 16.

The prices given per dozen or per hundred are for one variety only—you must not make up an order for a dozen or hundred and expect the quantity price.

GROUP NO. FOUR

DON'T OVERLOOK THESE!!

ARABIA (94 days). A very dark red—almost black—velvety. Large blooms and several on a spike open at a time.

CARMEN SYLVIA (99 days). A lily-like white glad. A thing of beauty when grown well.

CHATEAU THIERRY (92 days). Large scarlet red blooms. Variegated throat. A fine cut flower with many open blooms.

COPPERY BRONZE (94 days). A true coppery bronze shade. A glad often used by garden club members. Novelty.

CRIMSON GLOW (91 days). Velvety textured crimson red. Each bloom glows with beauty.

EVELYN KIRTLAND (90 days). Large rose pink—deeper blotch. Very showy in baskets.

GOLDEN DREAM (86 days). Very tall deep yellow. Their long spikes with many open blooms make beautiful baskets.

JEWELL (63 days). Salmon pink with yellow throat. Still a favorite.

J. T. PIRIE (88 days). Mahogany smoky, brown blotch on yellow. A real novelty—one that attracts crowds.

MRS. E. SWARTLEY (75 days). Salmon pink with white throat. Blooms as charming as the originator's family.

MRS. F. C. PETERS (87 days). Orchid with darker blotch. Many wide open blooms. Tall spike.

MRS. LEON DOUGLAS (94 days). Begonia rose flaked scarlet. Rather pointed petals, good placement. Fine exhibition type.

MURIEL (95 days). Light blue with darker blotch. Not as large as most blue glads but very tall. Very charming.

ORANGE QUEEN (80 days). Apricot orange with red pencil. Graceful spike.

PEACE (86 days). Late white with lavender blue throat. Very tall and a good basket glad.

ROMANCE (77 days). Smoky salmon red—yellow throat—blue edged. Novelty.

ROSE ASH (91 days). Ashes of roses color. Novelty. Mixes well with asters and zinnias.

Large bulbs 1 for 6c; 3 for 12c; 12 for 40c; 100 for \$2.50

Medium bulbs 3 for 8c; 12 for 25c; 100 for 1.50

Small bulbs 12 for 15c; 100 for 1.00

50 at one-half the 100 price. Prepaid to you. Quantity prices are for one variety only, that is, you cannot pick several varieties to make up a dozen or hundred.

Long season assortment of any variety in this group for \$0.50. See page 16.

GROUP NO. FIVE

FINE VARIETIES PRICED LOW

ALBANIA (85 days). Fine pure white, first in white class at midwest show, good grower. Best commercial white. Plant plenty of these.

ALICE TIPLADY (78 days). Beautiful orange saffron color. Large primulinus.

BREAK O'DAY (73 days). Lafrance pink, pencil on yellow. An early glad much in demand.

BUTTERBOY (78 days). Large buttercup yellow with fine carmine pencil. Florist standby.

CHICAGO WHITE (75 days). White—pink pencil. A tried and true variety. Never have enough.

E. J. SHAYLOR (75 days). Ruffled pure rose pink. Strong spike with large blooms. A very good one.

FLAMING SWORD (84 days). Bright red, many blooms open at once. Decorative type. Stands heat and shipping.

GIANT NYMPH (88 days). Very large pink. Sure grower and bloomer. One of the best medium early pinks. Stands heat and shipping.

HENRY FORD (97 days). Velvety purple, very popular glad. Many blooms open but has poor placement.

HERADA (86 days). Mauve color—rare shade found in few glads.

JOE COLEMAN (73 days). Ruffled dark red rose. We can't grow enough of this one.

LOS ANGELES (87 days). Orange salmon, very popular for cut flowers. Many blooms open and stands heat well.

LUCETTE (90 days). Nice white—phlox pink pencil. Decorative prim.

MAIDEN'S BLUSH (80 days). Dainty light pink. Very popular for baskets and floral work.

MYRA (91 days). Salmon pink, very large tall primulinus, large blooms, good basket flower. Good grower.

NINETEEN TEN ROSE (61 days). Earliest rose pink. Good cut flower and stands heat and shipping. Popular florist variety.

SCARLET PRINCEPS (80 days). Scarlet, large blooms, many open at once, florist favorite. Also called Virginia.

SCARLANO (97 days). Bright vivid scarlet; beautiful velvety texture, good grower.

SCHWABEN (84 days). Sulphur yellow—also favorite of florists.

SHIELA (69 days). Early salmon pink. Stands heat and shipping. Florist favorite.

SOUVENIR (77 days). Early deep yellow prim, always much in demand.

Price of Varieties in Group 5

Large bulbs	1 for 5c; 3 for 10c; 12 for 30c; 100 for \$2.00
Medium bulbs	6 for 15c; 12 for 25c; 100 for 1.50
Small bulbs	12 for 20c; 100 for 1.00

25 and 50 bulbs at 100 rate. Packed and labelled. Prepaid to you. Long season assortment of any variety in Group 5 —50c. See page 16.

LONG SEASON ASSORTMENTS

For those who like to have varieties bloom in succession, we will make up assortments of large, medium, and small bulbs of any variety. Our space is too limited to put down just what we will put in of each size for each variety but we will include enough so that it will be the cheapest way to buy them. We will send an assortment of any variety in Group 1 for \$1.00 per assortment, and of any other list for \$0.50 an assortment.

There is no discount on these assortments but for every five assortments you order, we will include one gratis. Thus you get six collections for the price of five, or twelve for the price of ten. If you pick different priced assortments, extra ones will be on a percentage basis.

GOLD MEDAL SPECIAL ASSORTMENT

In making up this collection we have used several of the varieties that won prizes for us at the Des Moines State Fair and enabled us to win the Gold Medal. Other varieties have been added which have outstanding qualities and are usually among the winners at every show. By grouping them in a collection and selling a large quantity of the same assortment, we are able to price them much cheaper than regularly offered separately. We cannot change the varieties in any way.

The varieties included are: Albania, Aflame, Betty Nuthall, Dr. Moody, Copper Bronze, Giant Nymph, Golden Dream, J. T. Pirie, Marocco, Marmora, Picardy, and Mr. W. H. Phipps.

Prices

1 each, 12 bulbs ..	Large—\$0.75; Medium—\$0.50
3 each, 36 bulbs ..	Large— 1.50; Medium— 1.00
6 each, 72 bulbs ..	Large— 2.75; Medium— 1.75
12 each, 144 bulbs ..	Large— 5.00; Medium— 3.25

Labelled and packed separately. Prepaid to you. No discount on this collection.

OTHER COLLECTIONS

There are many who do not care to grow and keep separate the different varieties. To meet this demand we are offering the following mixed collections. These bulbs are taken from our named varieties and will be an even assortment of the various colors and types. We are able, in this way, to even up our supply to the demand and many times high-priced bulbs are included.

Choice Mixture. All colors, at least thirty varieties. Prices: Large bulbs, 25 for 45c, 50 for 80c, 100 for \$1.50; Medium bulbs, 25 for 35c, 50 for 60c, 100 for \$1.00. Prepaid to you.

Choice Mixture, reds and pinks, or salmon and yellow. Prices same as above.

If you like all one color or several colors state colors you want.

For lavenders, blues, and mauves at the following prices only: Large bulbs, 25 for 60c, 50 for \$1.10, 100 for \$2.00; Medium bulbs, 25 for 45c, 50 for 85c, 100 for \$1.60. Prepaid to you.

NO SUBSTITUTES WITHOUT PERMISSION

If possible, please give second choice so that we may fill your order without delay if out of any variety. If you do not specify second choice or allow us to substitute a like or better variety, we will refund the price of any variety we cannot fill. We want you to be satisfied and will not send any old thing to keep your money.

Last season we refunded almost \$200.00 on items we could not fill, besides returning hundreds of dollars where we could not fill any part of the order. Demand exceeded supply last year and while we have more bulbs this year, please don't wait too long. The greatest amount of our bulbs go out in March, April, and May but many of our varieties are sold out earlier. A great many of the new varieties we have were reserved by people who saw the blooms during the summer and fall. Some are sold out and not listed in our price list. Please order early.

We think our prices are as low as any reputable grower but we do not try to meet all competition on prices. There may be so much difference in quality of bulbs, sizes, and so on that price may be a minor matter. We always give good count and big bulbs of the size ordered. Please do not ask us to cut our prices.

THRIP AND TREATMENT

We still hear of thrip in some localities but growers are learning how to prevent serious infestations. We treat and we advise everyone to treat bulbs before planting. By using some treatment before planting, you may be sure to kill any insects on the bulbs and planting thrip free bulbs is a long step in getting rid of them. After bulbs are dug and cured, place in tight paper bags with one ounce of naphthaline flakes to each one hundred bulbs. This forms a gas that kills the thrip and eggs. Leave several weeks but be sure bulbs do not sweat or mold.

For treatment at planting, use corrosive sublimate, one ounce to five gallons of water in wooden or

earthen jars. Leave several hours or over night. This treatment is also good to use against scab and disease.

For spraying plants, use two tablespoons of paris green, two pounds of brown sugar and three gallons of water. Spray on both sides with plenty of force.

Thrips do not survive out of doors in cold climates so if your ground freezes several inches deep the only danger is from bulbs or roots in storage. Always keep bulbs in cool places as little above freezing as possible.

CULTURAL DIRECTIONS

One reason why our land keeps on producing for so many years is that it is constantly receiving aid from the air, sun, and water. A great many of the chemicals needed in plant growth come from these sources.

Still, soil may have been robbed of some chemical especially needed for growth and, as with any process, the lack of one ingredient shortens the crop. For this reason we recommend commercial plant food to overcome shortages. A few cents worth of the needed food will make dollars in returns. Outside of supplying humus to the soil, we think this the cheapest way to fertilize. If your soil is packed and sour, growing legumes, or plowing or spading under leaves, straw, or other refuse may be resorted to. Rye planted in the fall or early winter provides a large amount of humus if it is plowed under in the spring.

2-12-6 Gladiolus Special Plant Food

We use a commercial fertilizer mixed for our needs. We can supply this in any quantity. We call it the "2-12-6 GLADIOLUS SPECIAL." Price: 5 to 10 pounds—3c per pound, over ten pounds—2c per pound; F. O. B., Waterloo. Seven or eight pounds will furnish two applications for a 100-foot row. For the small cost and little extra trouble it takes, wonderful returns may be expected. Your soil may not need it but if some element is lacking, your plants cannot give the best results.

Always use well rotted manure or compost material in your garden or work it into the ground in the fall. It has been found that in using unrotted straw and compost that many of the chemicals needed for plant growth are used in process of decomposing straw and material, and plants may suffer or even die while this process is going on. In decomposed manure, this process is finished and all chemicals are ready to assist in plant growth.

Plant glads in well prepared garden soil in trenches five or six inches in depth. If you are us-

ing fertilizer at time of planting, make the trench deep enough to put one or two inches of dirt on top of the fertilizer. If you are using commercial plant food, you can cover the bulbs almost to the top of trench and then spread at the rate of four or five pounds to a 100-foot row. Water or rains will wash it down to the roots.

When spikes are just ready to bloom another application spread close to the row will make finer blooms. Cultivate often—at least after each rain. Do not allow crust to form on top. A garden rake used often is the best tool. You may rake through the row until the spikes are too high. If you have liquid fertilizer, an application just as the spikes are showing through the leaves will be very beneficial.

TO SAVE WEEDING

When covering bulbs, hill up the dirt over them so the ground is a little higher than between the row. When the first weeds appear or when crust forms, rake off level. The next time you rake, hill up the row again. What small weeds are not killed by raking will be smothered by the dirt. If raking is done with care you will not damage spikes and you will save much hand labor. Try this on your other garden crops. We rarely have any use for a hoe.

LETTERS FROM THOSE WHO HAVE GROWN OR SEEN OUR FLOWERS AND BULBS

Silver City, Iowa

Waterloo Gladiola Farm

Waterloo Iowa

Dear Sirs:

I saw your lovely display of gladiolas at the Iowa State Fair and am interested in getting some bulbs. Would like to get one of your latest catalogs very soon. Thanking you, I remain

Yours truly,

Signed—A. S.

Spencer, N. C.

Dear Sirs:

As I was visiting the World's Fair the other week I noticed your beautiful gladiolus in bloom there and I want to purchase some of them for next year. Please send me your prices and catalogue.

Yours very truly,

Signed—Mrs. E. L. B.

Sioux City, Iowa

Waterloo Bulb Farm

Waterloo Iowa

Dear Sirs:

I had the pleasure of seeing your gladiolus growing at the fair in Chicago and a couple of varieties made a very deep impression on me as a glad fan so I am going to ask you to send me a catalogue and price list for 1935.

Thanking you for same, I am

Yours truly,

Signed—A. J. A.

Silver Creek, Nebr.

Waterloo Bulb Farms

Waterloo Iowa

Dear Sirs:

One of my neighbors sent for your Special Gladioli Offer and said that the bulbs were so nice so I am enclosing Postal Money Order for \$1.00 for which please send me the 100 Gladioli Bulbs.

Yours truly,

Signed—Mrs. C. D.

Hugo, Oklahoma

Waterloo Bulb Farms

Waterloo Iowa

Dear Sirs:

I received my collection of bulbs and am more than pleased with them, so I am enclosing an order from one of my neighbors who has a beautiful flower garden back yard, which will be an advertisement for your bulbs.

Yours truly,

Signed—Mrs. J. R. M.

Waterloo, Iowa

August, 1934

Waterloo Bulb Farms

Waterloo Iowa

Gentlemen:

The Miss Greeley bulb that I received from you bloomed this morning. Fourteen large blooms open now and many more buds. It is wonderful.

Yours truly,

Signed—W. F. H.

GIFT SUGGESTIONS

What could make a more beautiful or enduring gift than a nice assortment of gladiolus bulbs for Christmas, birthdays, or other anniversaries. We will mail them directly to the recipient packed in an attractive colored package and enclose your card. Just pick out any collection or assortment you wish and we will do the rest. The gorgeous flowers will always remind your friends of your thoughtfulness when other gifts may be forgotten.

WATERLOO BULB FARMS

WATERLOO, IOWA

Please write plainly

Street

P. O. Box *R. D. No.* *Box*

Postoffice _____

State Express Office

When shall we ship? Date 193.....

[illegible]**TOTAL**

Carry this amount to next page

ORDER BLANK—Continued

[illegible]

SHALL WE SUBSTITUTE? If cannot supply kind ordered, shall we send another, subject to your approval? Your answer

Please give names and addresses of friends who like glads:

Darwin Tulips

(To be shipped Sept. 1935)

These are the most popular of all tulips. They have large gorgeous colored flowers and long stems suitable for cutting. We send all big bulbs—No. 2 size and up. No small bulbs for sale.

BARTIGON—A dazzling scarlet.

BARON DE LA TONNAYE—Lovely deep pink.

CLARA BUTT—Beautiful apple blossom pink.

DREAM—Large Lilac Blossom inside deep violet.

FARNCOMBE SANDERS—Brilliant scarlet.

INGLESCOMBE YELLOW—Rich chrome yellow.

LA TULIPE NOIRE—Very dark, almost black.

MME. KRELAGE—Bright lilac rose.

MRS. POTTER PALMER—Bright purplish violet.

PAINTED LADY—Creamy white, tinted lavender and rose.

PRIDE OF HARLEM—Very large red, fragrant.

REV. H. EWBANK—Vivid heliotrope and lilac.

WHITE QUEEN—Snow white, tinted pink.

ZULU—Smoky brown.

VALENTINE BLUE—Fine light blue.

MIXED TULIPS—A mixture of the above.

PRICES OF TULIPS

6 bulbs for 30c; 12 for 55c; 100 for \$3.50; 50 at 100 rate. Quantity price for one variety only.

Waterloo Bulb Farms

RAY V. MOSS, PROP.

WATERLOO, IOWA

1935—PRICE LIST—1935

EXCLUSIVE GROWERS OF

“Extristrong” Gladiolus”

RETURN POSTAGE GUARANTEED

SPECIAL \$1 ASSORTMENT

Our “FRIEND MAKER” COLLECTION of 100 large gladiolus bulbs—30 to 40 different varieties—a fine assortment of colors of all shades. They will be large young bulbs and will be sent carrying charges C. O. D. Do not send money for postage. Just send \$1.00 for each hundred desired. Mailing weight, ten pounds. No discount on this assortment.

Sec. 562 P. L. & R.

U S Dept of Agriculture
Bureau of Plant Industry
Washington D C